

THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS
WISCONSIN CHAPTER OF THE AMERICAN INSTITUTE
OF ARCHITECTS



THE AMERICAN
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WASHINGTON, D. C.

A. I. A. Meeting Report

Seventh District Election

World Congress Postponed

World Congress of Architects Postponed

The Fifteenth International Congress of Architects, which was to have been held in Washington, D. C., September 24 to 30, has been indefinitely postponed because of the war in Europe, it is announced by Richmond H. Shreve of New York, executive officer of the Congress. The postponement was decided upon at a meeting of the Congress Committee on Organization, of which Charles D. Maginnis of Boston is chairman.

"While plans for the Congress had been completed, an adequate representation of the nations of the world was impossible owing to the course of events in Europe," Mr. Shreve said. "Perhaps one-third of the several hundred delegates expected are already on their way. They will attend the seventy-first convention of the American Institute of Architects, scheduled to be held in Washington during the same week."

"The foreign group attending the Institute's sessions will be comprised chiefly of representatives of Canada and South American countries. Sir Raymond Unwin of England and Jacques Greber of France are already in America. The State Department has cabled notice of the postponement to all countries which have named delegates. Numerous events planned in connection with the Congress, including an official banquet in Washington on Wednesday, September 27, and trips to historic places will be carried out under the auspices of the Institute."

Report of A. I. A. Meeting

The first regular monthly meeting of the Wisconsin Chapter, American Institute of Architects, was held at the Plankinton Hotel, Thursday, September 14, 1939, at 12 noon. Sixteen members were present.

Mr. Bonner, the first Junior Associate member of the Chapter was welcomed into membership. Arthur Seidenschwartz has been elected to the Chapter.

President Bauer announced the admission of the Madison Chapter into the Wisconsin Chapter to be known as the Madison Branch. This adds 8 members to the corporate member roll of the Chapter which is now 55.

The President reported briefly on pre-Convention news, among which was an invitation from the Philadelphia Chapter to all Wisconsin delegates asking them to visit their city and be entertained.

Harry Bogner, Chairman of the Exhibition Committee reported good interest and cooperation in the fall Exhibition, the deadline for entries being Monday, September 18. The Exhibit will remain in Milwaukee until October 8 and then move on to Madison, Oshkosh, Green Bay and other cities.

President Bauer reviewed the activities of several committees and emphasized the fact that the goal for the Chapter for this year was to have every member participate in the committee work, concentrating the work on a few more important phases vital to the profession. He urged all to give their time and knowledge to the work assigned.

Leigh Hunt opened an interesting discussion relative to H.O.L.C. plans for a Small Scale Housing development proposed on a National scale. The plan had previously been discussed by the Executive Board and the opinion of the entire Chapter was asked in order that the delegates to the Convention could act according to the dictates of the Chapter. Benefits to the architects from the financial angle and the publicity gained were discussed as well as the many objections raised from the sale of architectural services at ridiculously low levels. Finally Mr. DeGelleke moved that the Chapter express themselves through their delegates, in favor of a study of the situation nationally toward individual Chapter and State Association control with the object of developing a scheme for the construction of small houses (not exceeding \$5,500) with architectural plans purchased through an organized group of architects associated together locally to produce good plans for the sum of \$50 plus a fee for a minimum number of visits to the job while it is under construction. The fee to be \$5 each for five visits and the maximum visits to be set at seven. The entire purpose of the scheme being centered around a desire on the part of the architects to improve Small House Architecture.

Mr. Brust seconded the motion and the motion carried.

Mr. Alex Eschweiler reported on the activities of the Construction Industries Committee and their work in connection with a questionnaire of the Construction League of the United States in Washington. The 12 questions are being studied carefully by the committee and a later report will be submitted to the Chapter.

Meeting adjourned.

LEIGH HUNT,
Secretary.

Mid-West Architectural Conference University of Notre Dame, June 23, 24, 1939

Excerpts from Report of Talmage C. Hughes,
Secretary of Conference

(Continued from August issue)

NEW HORIZONS

Mr. Edward D. Pierre, President, Indiana Chapter, A.I.A., presided and spoke as follows:

THE ARCHITECTS OF AMERICA are vitally linked with the future of America.

AMERICA'S HOPE for social and economic advancement lies in the continuous improvement of its living conditions, its homes and its communities.

IT IS NO LONGER A QUESTION of merely providing places where people might live, work and play.

THE ALL IMPORTANT ISSUE TODAY is the kind and character of the means created to satisfy normal, healthy needs. This applies to the community as well as to the home. The home is the foundation of our social order, and in the final analysis the continuous profitable employment in the building of homes and communities is the very root of a sound economic system.

THE ARCHITECTURAL PROFESSION can make a great and lasting contribution to such a social and economic structure. On its initiative, its ability and its sincerity depends whether or not it shall measure up to its opportunity.

THE PROFESSION must assume its rightful leadership in the shaping of the architectural destinies of the nation. It must interpret the tastes of the people, provide the standards and the pattern of homes and communities. It must provide the vision and the inspiration that will realize that vision. **THE ARCHITECT MUST BE THE MASTER ARCHITECT OF HIS COUNTRY — THE MASTER ARCHITECT OF AMERICA.**

THE PRESENT NEED IS FOR VISION based on ideals, on fundamentals of thought, of action, of life, of private and public responsibility, of economic well-being, of a new order of initiative in related effort, of cooperation based on loyalty and understanding.

AMERICA NEEDS A NEW CONSCIOUSNESS. The Architect in cooperation with the industry should fire the imagination of our people for improved craftsmanship, improved living standards, better working conditions, safety and wholesome play for our children and better buildings, better communities. We have a romantic story to tell and should tell it.

WE HAVE THE FACILITIES for inspiring the popular mind, — the steam shovel, the girder high in the air, the magic of the human mind as they change wood and brick and metal and cement and stone into a creation of loveliness and utility. These are our very own and they can fire the imagination of America if we'll but use them. The next era might be the Era of Craftsmanship. This involves the youth of America, and that's news.

EVERY MAN, WOMAN AND CHILD should be taught to realize that the future of towns and cities, the future environment of citizens and the very future of our country is vitally linked with a proper and realistic concept of the problems which exist in their own communities. None of these problems are new, nor do they differ greatly between one community and another.

NO HONEST APPRAISAL can ignore the blight that rests in some degree in every community in the land. It lurks in the shadows and the misery of mean, crooked, little streets in the slums and hovels where children are supposed to laugh and play in the decay of homes, slowly deteriorating for want of care.

CITIES AND TOWNS must no longer be permitted to grow without rhyme or reason. There is evidence on every hand to drive home the terrifying urgency of this statement. If there are unbelievers, let them look at the unrest in these crumbling cities, where whole areas are deserted to obsolescence and ruin. Let them travel these crooked and mean little streets and see the misery, the idleness, the crime emanating from shacks, the product of an indifferent age.

THERE IS BUT ONE COUNTRY TO BUILD and but one program is needed. This can be done in one of three ways:

1. By Government.
2. By Industry.

3. By Government and Industry in Cooperation. We should decide on the plan we like and promote that plan. There must be an end to confusion. The antidote for confusion is organization.

THE ISSUE IS PLAIN. Building will become more and more a function of Government, if private industry does not accept its measure of the responsibility. The extent to which Government has entered the field is a challenge to the Architect and the Producer and the Contractor and the Craftsman. **IT WILL BE A DEFINITE MARK OF PROGRESS** when the functions of Government and Industry are clearly defined.

THERE IS NO ESCAPE FROM THE FACT that each of us has a responsibility of some kind to society, and that every group to justify its existence must accept its rightful share of the responsibility placed upon it.

TWO STEPS SHOULD BE TAKEN. First, a roll call of the abilities and resources of the profession including in it every competent architect and draftsman. Secondly, a plan should be developed.

THIS PLAN should be the Work Program for America and should take into consideration the needs of our people for a long time to come. This plan should take into consideration the encouragement, the development and the blending of all our abilities which enter into the creation of sound construction values. This plan should contemplate the planning of communities according to sound planning and building standards.

Ours is the responsibility of inspiring, of visualizing a glorious nation of homes and communities. We should invite other groups of the industry to share in this program. When all combined have kept faith with the sacredness of our trust as true builders for America, we have another obligation. That is to label our product so all may see and understand. This will be the "Hall Mark" of good building for the discriminating buyer.

When the rank and file of the people of America understands as well as appreciates what we are trying to do we will see a great improvement in our American building standards,—well-planned communities, neighborhoods restored to former usefulness, slumless towns, beautiful new towns, better environments in which to live, love, work and invest.

RESPONSE OF MR. FUGARD

Mr. John Reed Fugard, Regional Director, A. I. A., Illinois-Wisconsin District spoke as follows:

It is my pleasure and honor to officially represent the Illinois-Wisconsin District of the A. I. A., a district having three chapters of The Institute, two flourishing state organizations, and 1500 registered architects, second in number only to New York, where the greatest concentration of the profession perhaps is found in the entire world.

It would seem that after ten years of depression times our profession has been through the refining fires of adversity, but is still able to maintain its position with great pride in the business life of the Middle

(Continued on page 6)

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State Association of Wisconsin Architects

September 16, 1939

The regular monthly meeting of the Executive Board of the State Association of Wisconsin Architects was held at the Hotel Plankinton, Milwaukee, Wisconsin.

The meeting was called to order by President Leigh Hunt at 10:30 A.M.

Members present were: Messrs. Leigh Hunt, Gregory Lefebvre, Gerritt DeGelleke, R. S. Chase, Wallace Brown, and A. L. Seidenschwartz.

Represented by proxy were: Messrs. Emiel Klingler, C. Madsen, and N. R. Safford.

Messrs. William Mickelson, William Oppenhamer, Henry Auler, B. H. Knobla and Urban Peacock were absent.

The Minutes of the meeting held July 21 were approved as published in the "Wisconsin Architect" upon motion made by Mr. Brown and seconded by Mr. Chase.

REPORTS OF COMMITTEES

Publicity Committee:

The Secretary reported that to date \$240.00 had been received to defray the expense of the newspaper advertising program being run in the Sunday newspapers of the Milwaukee Journal and Milwaukee Sentinel.

Practice Committee:

No report.

Convention Committee:

The Secretary was instructed to notify the newly elected President of the Seventh District, Mr. Edmund Schrang, to take care of all convention arrangements with the exception of regular business to be transacted.

Housing Committee:

Mr. DeGelleke reported that the Wisconsin Chapter of the A.I.A. had formulated a resolution to be adopted at some meeting following the National Convention of the A.I.A. The general substance of the resolution being that a program should be local and state, not national. Plan to be worked out by the Wisconsin Chapter of the A.I.A. and the State Association of Wisconsin Architects; the plans adopted to be submitted to the A.I.A. for approval. The program embodies low cost housing costing \$5500.00 and less.

Mr. DeGelleke informed the State Association that the Wisconsin Chapter had instructed its delegate to collect all information possible on small housing at the National Convention and make a report to their board following the convention.

After some discussion it was moved by Mr. Lefebvre and seconded by Mr. Brown that the State Association delegate to the A.I.A. convention be instructed to collect all information possible on small housing, and report back to the board.

Legislative Committee:

No report.

Membership Committee:

The Secretary reported that at this date the Association has 170 paid-up members compared to 206 of last year.

Small House Competition Committee:

Mr. Gregory Lefebvre, chairman of the committee, reported that Gilbert A. Eger, an architectural draftsman employed by the Milwaukee County Planning Commission, submitted two drawings for this competition. These plans, however, were not submitted in compliance with the requirements of the program.

Considerable discussion was had on the matter by the mem-

bers of the Executive Board, and after careful thought and study the following resolution was offered by Mr. DeGelleke and seconded by Mr. Brown.

"That inasmuch as no applicants were received and no draftsman complied with the program of the competition with reference to a letter of authorization by an architect accompanying the submitting of drawings, the board hereby declares the competition null and void and no prize can be awarded."

Motion was adopted.

There being no further business to come before the meeting it was moved by Mr. Brown and seconded by Mr. DeGelleke that the meeting be adjourned.

Motion was carried and meeting adjourned at 12:20 P.M.

Respectfully submitted

ARTHUR L. SEIDENSWARTZ,
Secretary.

Election of Officers of Seventh District

The annual meeting of the Seventh District was held at the Republican Hotel in Milwaukee, on September 15th. Aside from the formal business of meeting, the election of the new officers of the Seventh District, some of the best moving pictures taken at the New York World's Fair were shown by Mrs. R. Mauier. The pictures were taken in natural color and as a result gave a far more stirring impression than would black and white.

The newly elected officers for 1939-40 for the Seventh District include the following:

Edmund J. Schrang, president
Herbert L. Ebling, 1st vice-president
Fred A. Wegner, 2nd vice-president
Carl L. Ames, secretary and treasurer
Henry B. Slaby, executive board member
William C. Schneider, executive board member.

The Construction News of Indianapolis Says

Leigh Hunt, Milwaukee, Institute regional representative on the subject of Unification, has the distinction of having attended every Indiana Chapter meeting. He reported upon progress of unification which will probably make a considerable gain at the Convention.

The Institute Board of Directors will be petitioned to create a Great Lakes Regional Organization, a plan advanced at the Notre Dame conference.

Press releases from the Institute will be delivered to Clarence T. Myers at Indianapolis for clearance through local newspapers. Volunteer help in maintaining press contacts in all cities in the state will be appreciated by the Editor. Attention given to publicity of the high character provided by the Institute will improve the status of the architect in his community.

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(Continued from page 3)

West. I believe it is a safe statement to make that the members of the profession in this district are now in better spirit and financial shape than they have been at any time during the last decade.

This fact is probably due to governmental influences either directly or indirectly, which have provided construction work through the agencies of WPA, FHA, PWA, and USHA. For this work we are truly grateful, not only from the financial standpoint, but from the point of view of having had an opportunity for service, and the architects of this district have certainly contributed their share toward the upbuilding of the professional attitude, which we find represented in those Federal agencies. Private enterprise, however, which is the backbone of our profession, has been woefully lacking in initiative, and, until private enterprise again enters the construction field, the architectural profession will continue to be handicapped in its expression.

It would seem to me, perhaps, that the realization of the changes in the architectural practice should be

brought before the attention of those attending this conference. Possibly, this change comes about through social and economic adjustments which are world-wide, but it appears to me that in over a quarter of a century's experience our profession has changed immeasurably both in attitude and in methods of business.

In former days it was not considered essential for an architect to be a "business man," but rather he was a student and an artist, depending almost entirely upon his business coming from clients who respected his ability as a designer and his integrity as a man. In those days, the architect was an individualist. He met with his brother architects of like training and accomplishments, and his discussions pertained more to the aesthetic than to the practical side of architecture.

The architectural publications of those days dealt with artistic accomplishment and professionalism seemed to be the key-note, while today we find that the leading publications are becoming more and more simply a means of propaganda for new and untried building products, the medium by which the so-called "international" style of architecture is being sold to

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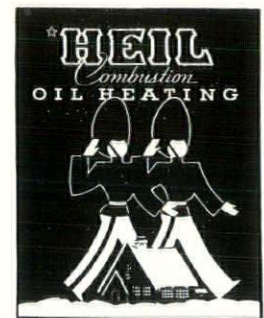
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the public, with the consequent publicizing to the utmost of its creators.

What our profession needs more than anything else at this time is a good strong national leadership, seeking for and finding inspiration within its own borders, rather than within the confines of other countries. There is a manifest growing tendency for the architects of America to combine their efforts within a national organization, founded upon business principles in consonance with our own way of thinking, to which they may adhere in the safe-guarding of their profession from the in-roads of foreign propaganda, governmental bureaucracy, union labor domination, and unlawful combinations of building material interests.

The monopolistic tendencies through combinations of union labor and city officials; between union labor and building material interests; and between the various agencies and material manufacturers, will undoubtedly be brought into the light of day through Federal investigation, the rumblings of which we already hear. It would seem that nothing but good can come from such investigations, provided, however, they are not made to be tools of the politicians and designed for political expediency in the coming national elections. Certainly every architect has experienced the handicaps to his professional work due to this unlawful enterprise. I think we can look forward to a time in the not too far distant future when adjustments will have been made in these practices, which will provide for a professional business not so completely dominated by those influences.

The architects of America are becoming more vocal in their insistence upon taking their rightful and traditional place in American life, and the near future will probably determine what direction that expression will take. The inspiration which we may all receive from such gatherings as this, and from a meeting such as will be held in Washington in September of this year, when the architects of the world will assemble for a discus-

sion of their mutual problems, will heighten our endeavors and make for a long step forward in the line of progress.

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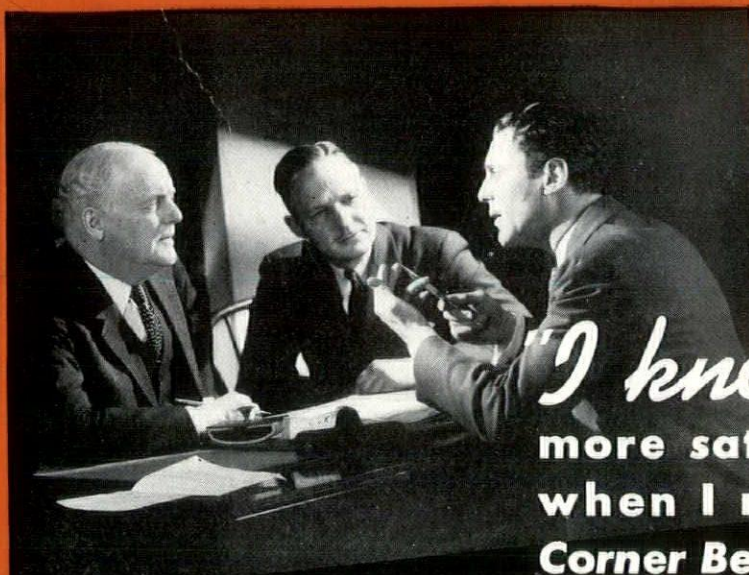
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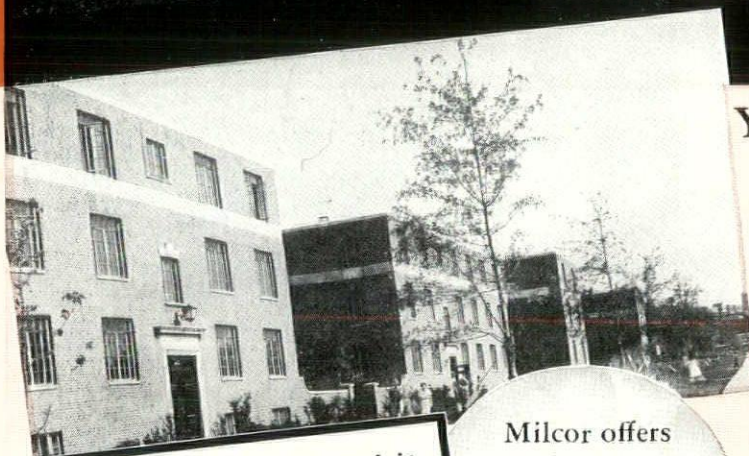
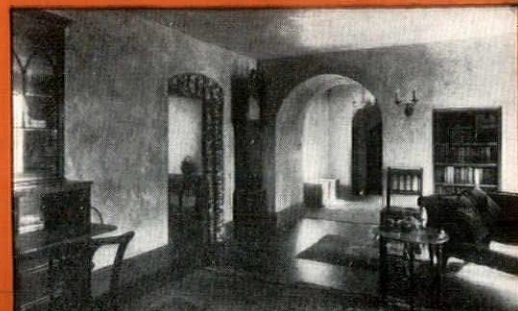
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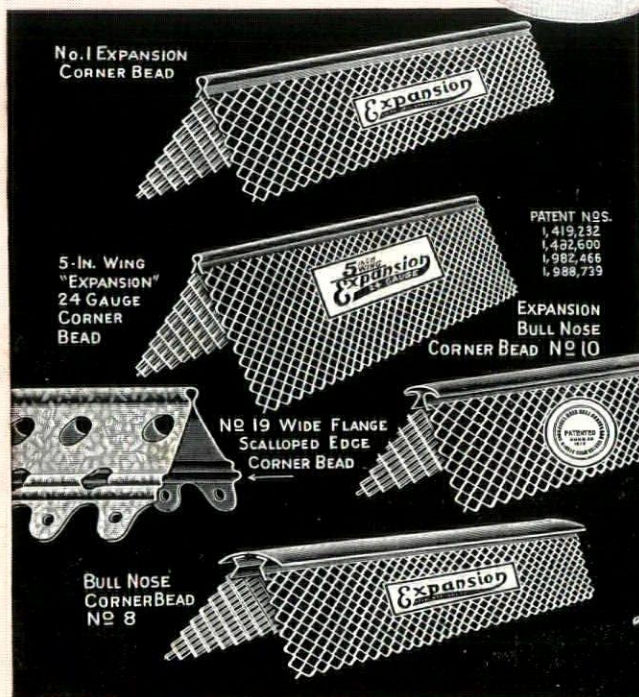
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